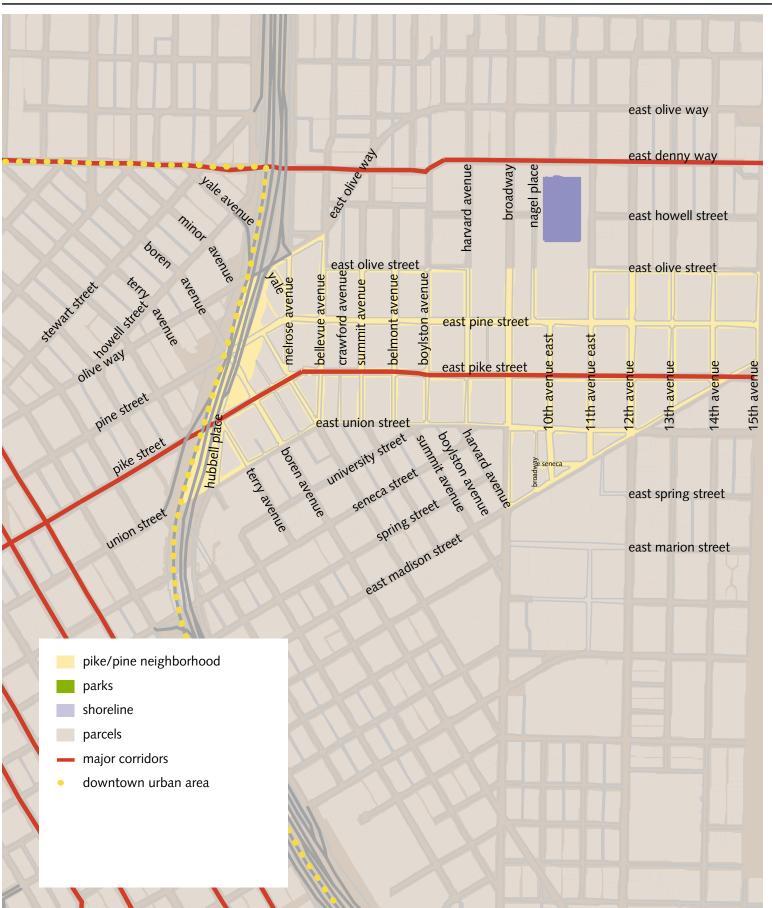
pike and pine neighborhood



# **Pike and Pine Neighborhood Notes**

January 7, 2003 2:00-5:00 PM

Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We parked at the corner of 15th Street and Madison, at the eastern tip of this neighborhood. We walked the perimeter, photographing intersections and documenting signage: first southwest along Madison Street from 15th to Broadway, then northwest on Broadway to Union, then southeast on Union to the Convention Center and I-5, then worked our way northwest along I-5 (Hubbell Pl., Terry Street, Pike, Boren, Minor, Melrose, and E. Olive Way). We then went one block south on Bellevue to E. Olive Street, followed E. Olive Street east to Seattle Central Community College and through Bobby Morris Playfield to 15th Street, and then back to our starting point.

After our perimeter walk, we drove back down through the center of the neighborhood along Pine Street, noting neighborhood identifiers for later documentation.

## Summary

Pike and Pine is primarily a residential and small-business neighborhood, defined by the corridors of the major streets Pike and Pine.

Although it borrows from the surrounding neighborhoods along its borders, the heart of Pike and Pine has a strong university-district feel—understandable, since there are major universities (Seattle Community College and Seattle University) on its northern and southern borders. On the east, Pike and Pine is staid and residential. On the north, it reflects Capitol Hill's funkiness. Its western tip contains upscale apartments.

Pike Street and Pine Street define the core of this neighborhood, and—especially between Melrose and 10th, they have a strong "university district" character. Specialty bookstores, bistros, gift shops, and community centers line these streets. The telephone poles are thickly laminated with posters.

There are very few "thematic elements" in Pike and Pine, and few businesses and building names that could be called "identifiers," but there are a number of banners with a distinctive "Pike and Pine" logo, as well as "fringe" banners in this neighborhood.

Of particular note are the number of automobile dealerships in the core area of Pike and Pine. BMW, Mercedes, Ferrari, Honda (motorcycles), among others have showrooms here.

#### **Observations**

#### Perimeters

For much of our perimeter walk, we could see completely across this neighborhood, as it is only three blocks wide for much of its length.

The east end of the neighborhood (roughly between 11th and 15th Avenues) consists of residential streets lined with single-family homes, most of which are upscale. Some have been converted to restaurants, clinics, offices, and shops.

On Madison St, looking southwest along the border of the neighborhood, the slope gives a good view of the downtown skyline and the Space Needle, plus a view across the Sound to the Olympic Mountains.

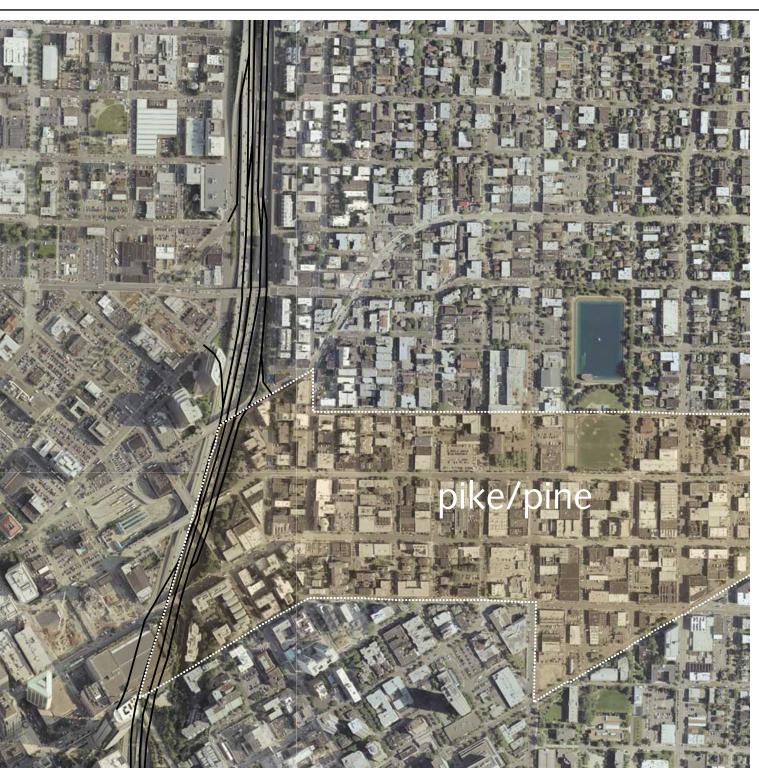
Between 13th and Broadway, the neighborhood is bounded on the east by the campuses of the Seattle Academy and Seattle University. There are a couple of prominent entrances to the Seattle University campus from Madison Street. Across from this university, the Pike and Pine neighborhood contains commercial establishments and some apartment buildings. Notable in the vicinity of the Madison/Broadway/Union triangle are a number of automotive-related businesses, including a Ferrari dealership and some garages. It appears that there have been even more auto-repair shops and dealerships here in the past, but some have been converted to other businesses.

At Broadway and Union (outside this neighborhood) is the Polyclinic, and at Broadway, Harvard, and Madison is the Northwest Medical Center. The Polyclinic corner is a major entrance point to this neighborhood.

Between Broadway and Bellevue, along E. Union Street, there are a series of stately-looking older apartment buildings, interspersed with small businesses. A middle (high?) school, the Northwest School, is an obvious landmark at E. Union and Summit. Looking down Crawford and Bellevue Ave. from E. Union we found a fine view of the prominent golden dome of the "First Covenant Church."

In the triangle formed by Union Street, I-5, and Minor Avenue are a number of very modern apartment buildings and





associated upscale businesses. There is a strange grotto-like little park at the end of Union between Terry and Hubbell, with a steep sidewalk moving downward toward Freeway Park. This end of the neighborhood, because of its border with I-5, feels a bit like a "dead end."

Where Pike Street crosses I-5 is a large and obvious entrance to this neighborhood, marked by the four "Greek" columns in the triangular section of the Boren place park. It is here that we found the first neighborhood identity sign: a fringe-edged banner that reads "fringe" (we found more of these on the Capitol Hill border and within the Capitol Hill neighborhood).

Other major entrance points are where E. Olive Way meets Bellevue and where E. Olive Way meets Melrose (the latter was particularly busy with traffic).

Between Melrose Ave. and Broadway, the Pike and Pine neighborhood borrows from the Capitol Hill neighborhood in feel. There are many small businesses—espresso shops, bookstores, movie theaters, and bars-often associated with university districts. There are also a number of apartment buildings; these are older and smaller than the apartments and condos between Minor and I-5, and not as well-kempt as the ones along Union between Harvard and Minor.

Broadway is a major northern entrance to this neighborhood, spilling in directly from the Capitol Hill neighborhood. There are "Pike and Pine" neighborhood-identification banners at Broadway's intersection with E. Olive Street, and "fringe" banners along Broadway both in Pike and Pine and Capitol Hill neighborhoods.

Seattle Central Community College, between Harvard and Broadway, and the Bobby Morris Playfield, between Nagel Pl. and 11th Ave, mark the transition zone from "funky" Capitol Hill to larger businesses and more staid single-family residences east of 11th Avenue.

1/8/03 9:00 to 9:30 am Susan Jurasz, Peter Reedijk, Catherine McCoy, Kathy Hocker

We returned to the Pike and Pine neighborhood to scan the interior. We drove the length of Pike and Pine Streets, noting directionals, identity elements, architecture, and character.

### **Observations**

Pike Street seems to the the "identity" street in this neighborhood. There are "Pike and Pine" and "fringe" banners at every intersection between Melrose and Broadway. Shops line the streets, with apartments and offices above.





1 madison/15th





draft 3



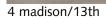


2 madison/pike







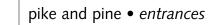




5 madison/12th



7 madison/10th





8 madison/broadway



10 union/harvard



12 union/belmont



9 union/broadway



11 union/boylston



13 union/summit



14 union/crawford



16 union/boren



18 union/hubbell



15 union/minor



17 union/terry



19 pike/terry



20 pine/boren



22 olive/melrose



25 olive/summit



21 pine/melrose



24 olive/bellevue



26 olive/belmont

draft 3



27 olive/boylston



29 olive/broadway



32 olive/12th



28 olive/harvard



31 olive/11th



33 olive/13th



34 olive/14th



36 olive/15th



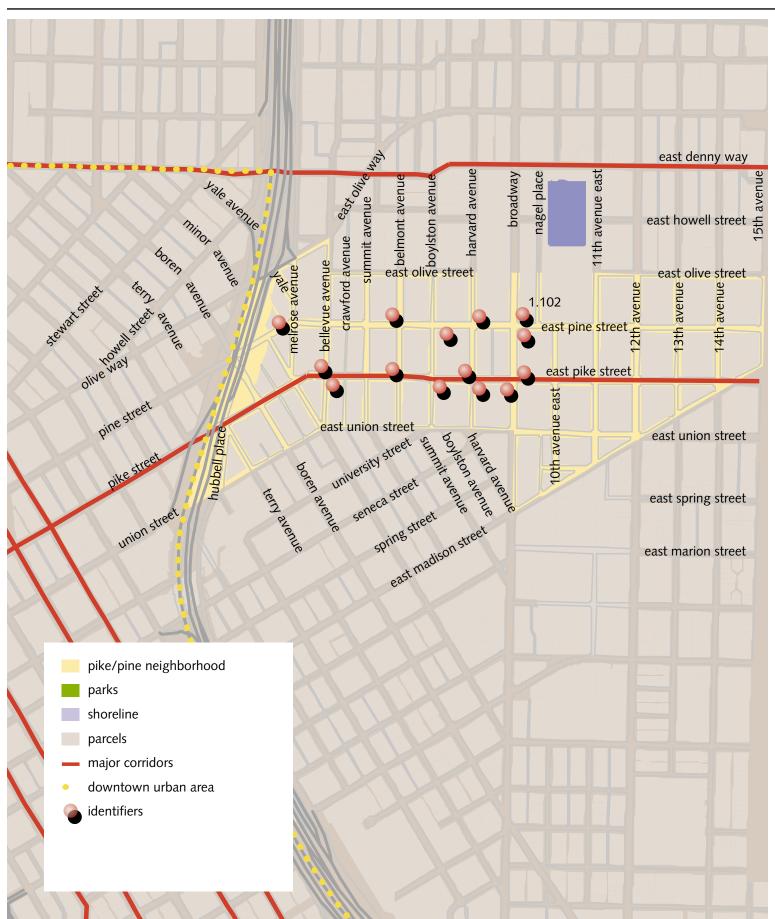
38 pine/10th



35 olive/15th



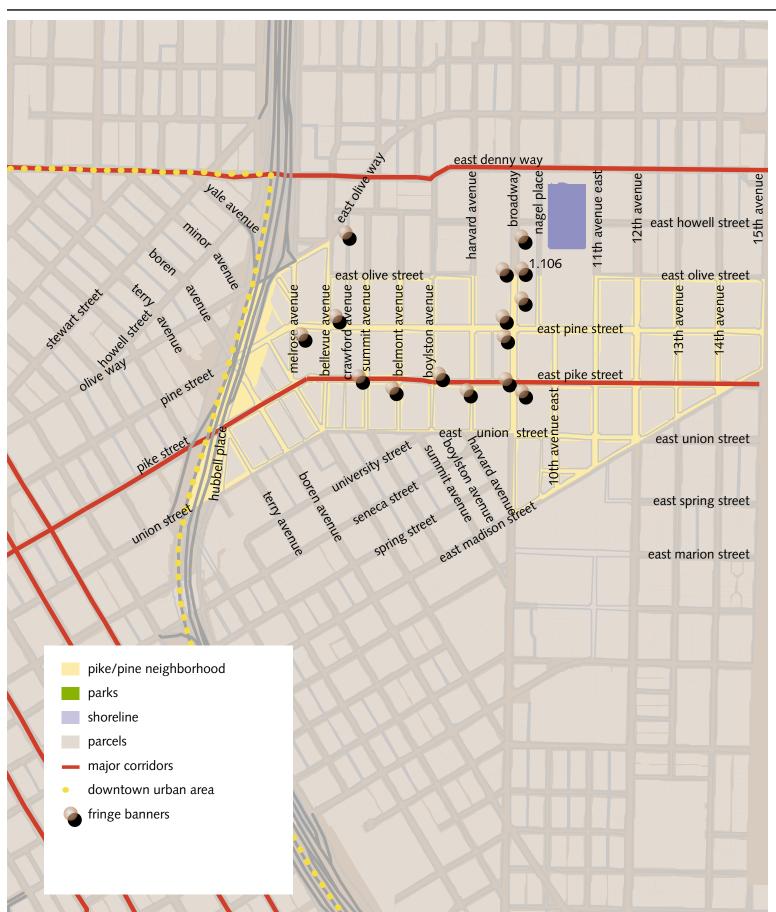
37 pine/15th





draft 3

pike and pine • thematic





1.106

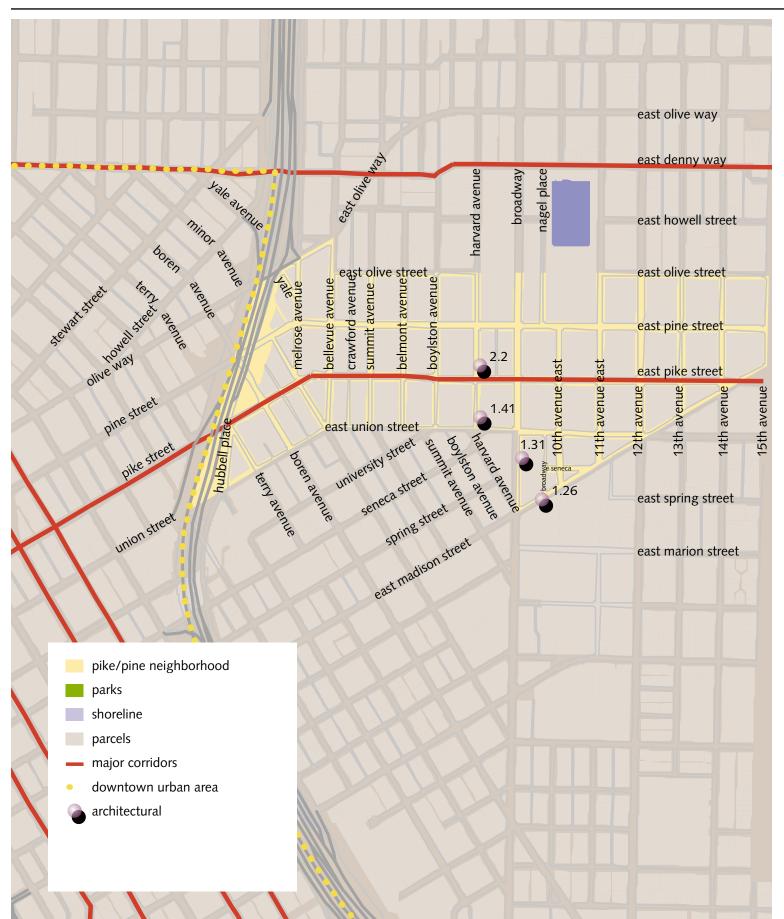
seattle wayfinding system

04.17.2003

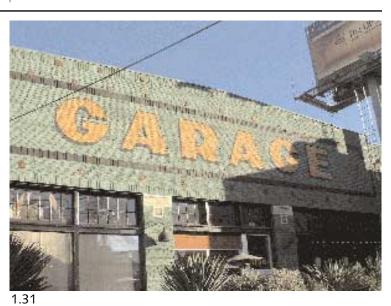
100% ready

draft 3

pike and pine • architecture







1.26



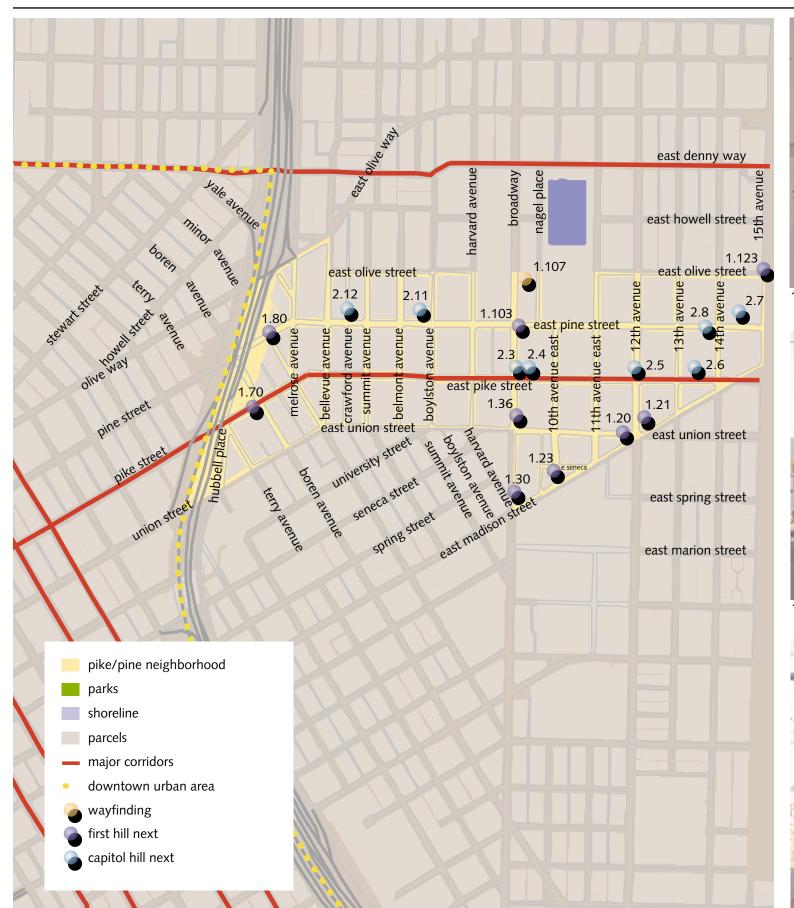


1.41

2.2

draft 3

pike and pine • wayfinding & next





1.107 (wayfinding)



1.20 first hill next



1.21 first hill next



1.23 first hill next



1.30 first hill next



1.36 first hill next

draft 3

pike and pine • wayfinding & next



1.70 first hill next



1.80 first hill next



1.103 first hill next



1.123 capitol hill next



2.3 capitol hill next



2.4 capitol hill next



2.5 capitol hill next



2.6 capitol hill next



2.7 capitol hill next



2.8 capitol hill next



2.11 capitol hill next



2.12 capitol hill next

seattle wayfinding system

04.17.2003

100% ready

draft 3

pike and pine • directionals









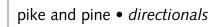






1.82

draft 3









3.37 1.91